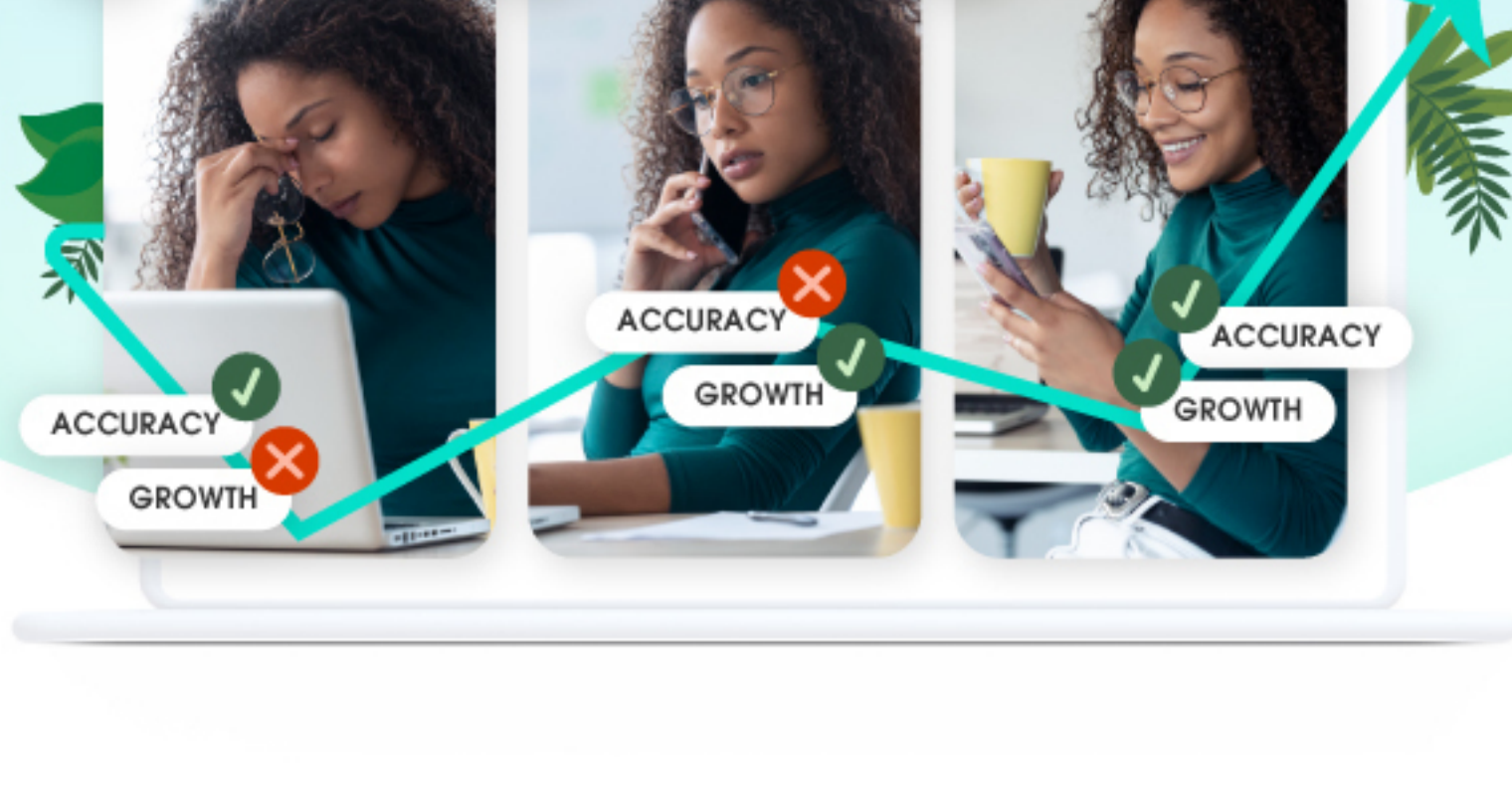


# Forecast Your Way to Revenue Growth: A Blueprint for Sales and Revenue Leaders

Great sales forecasting isn't just about accuracy. It's about growth. (You want both.)



## SCENARIOS

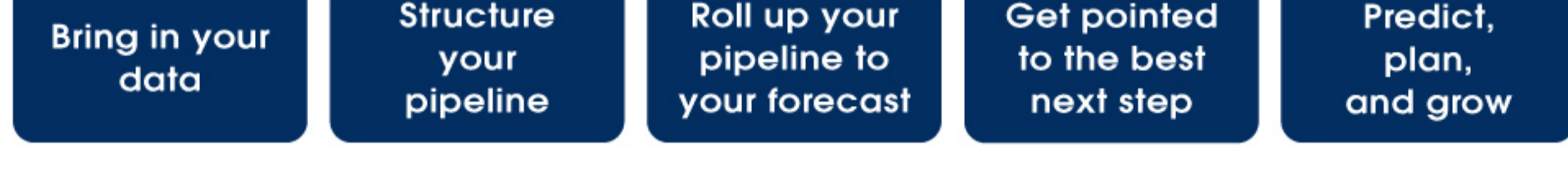
- Revenue falls – as predicted.
- Revenue grows – not as predicted.
- Revenue grows – as predicted!

## Where are you on the sales forecasting journey?



## Growth forecasting: How it works in Salesforce

Dream of big numbers and hit them – without ever leaving the CRM. Here's how it works.

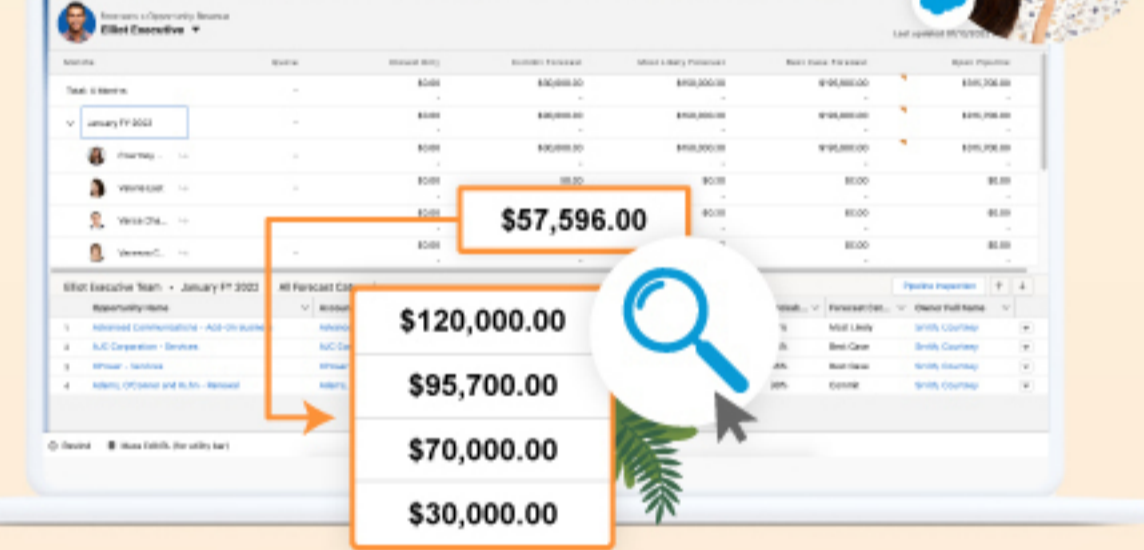
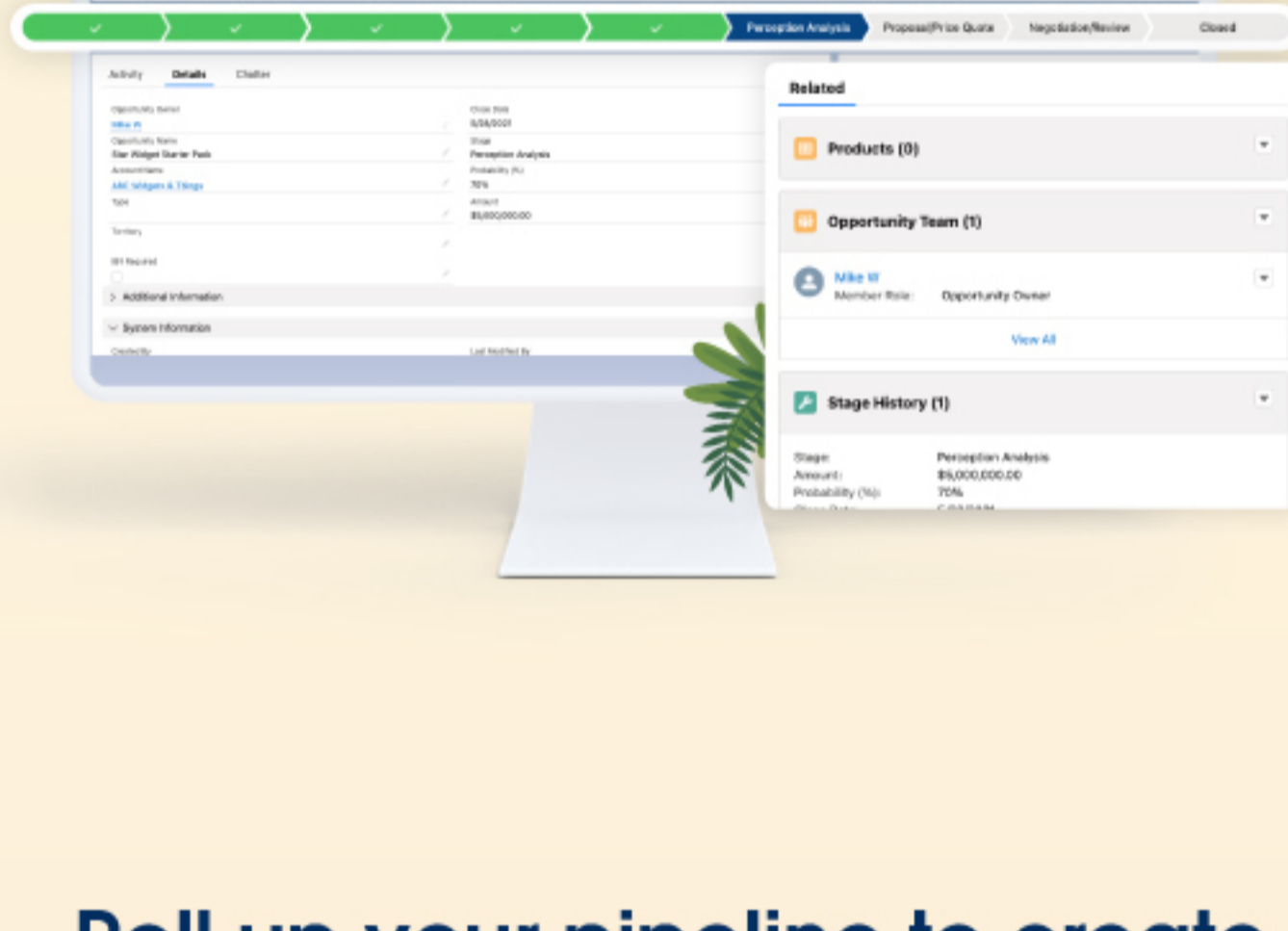


## Bring customer data into Salesforce for total visibility

Bring all your data in one place, and never lose track of customers as they make the journey downstream. Salesforce translates sales and revenue data into apples and oranges apples that you can see as they flow down your pipeline – as leads turn into deals and deals turn into revenue.

## Structure your pipeline to see the status of every deal

Beyond common data, your teams need a common sales process, too. Define the stages of your pipeline in Salesforce so all your reps know what's required to move customers to the next stage. Leaders can view snapshots of opportunities to intervene when forecasts are at risk, and work with sales reps to advance deals together as a pack – no more lone wolves.

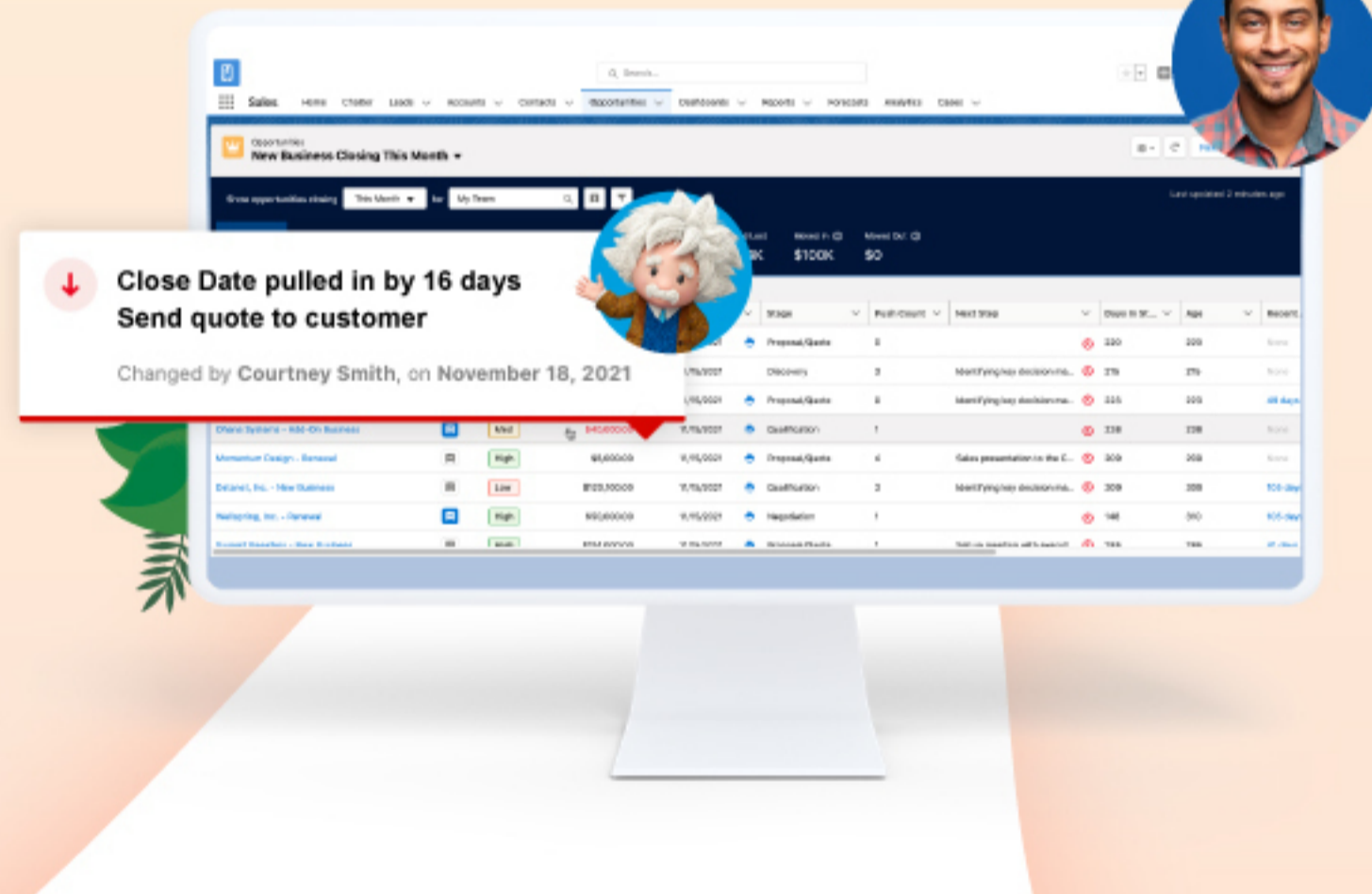


## Roll up your pipeline to create automatic forecasts in real time

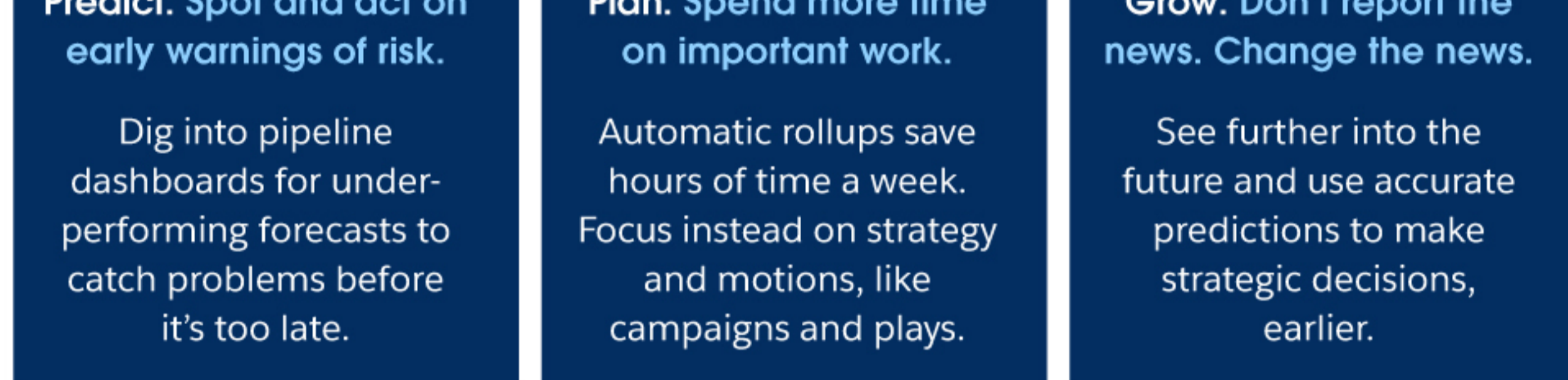
As you make changes to opportunities – by updating fields or moving them to different stages – forecasts update automatically in Salesforce. View forecasts for any category ("Best Case Forecast" for example), and get the flexibility to build custom categories (like "Annual Contract Value") that match how you manage your unique business.

## Get AI-powered recommendations for what to do next

Salesforce does math behind the scenes of every deal, serving up recommendations for the best actions to take on your deals. Take action to hit your forecast on the same platform where you get insights by making pipeline adjustments on the fly.



## Benefits of Forecasting in Salesforce



## Case Study: Vicinity Centres saves 1,000 hours annually with automated reporting on weekly tenant changes

As the General Manager of Enterprise Technology, Ian Padgham needed to best support its retailers as the retail industry evolves. Vicinity turned to Salesforce to streamline the sales and booking of pop-up spaces. It was time to level up, and Salesforce helped.



## Learn to love your sales forecasting

Watch the demo or hit us up. We're here to help you every step of the way.

[Watch Demo](#)